



WKMG

ORDER

Print Date 10/29/12

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Flight Dates 10/30/12-11/05/12

Contract / Revision

263249 /

INDEPENDENCE USA PAC

Original Date / Revision

10/29/12 10/29/12

Advertiser POL/Independence USA PAC

Agency Abar-Hutton Media, LLC

Buying Contact

6190 Grovedale Ct.

Suite 200

Alexandria, VA 22310-2552

Product

Agency Com 15%

Billing Contact

6190 Grovedale Ct.

Suite 200

Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 658

Alt Order # 06399117

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY GEN GEN

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 159000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	78	\$135,150.00	\$159,000.00	0.00	10/29/12	11/05/12	78	\$135,150.00	\$159,000.00
Totals	78	\$135,150.00	\$159,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/30/12	11/02/12	Morn News at 5a Morn News at 5a	CM	5-530a	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--		4			\$500.00		0.00				
E 2	WKMG	10/30/12	11/02/12	Morn News at 530a Morn News at 530a	CM	530-6a	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--		4			\$800.00		0.00				
E 3	WKMG	10/30/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--		4			\$1,000.00		0.00				
E 4	WKMG	10/30/12	11/02/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser POL/Independence USA PA Product INDEPENDENCE USA PAC Estimate # 658

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/30/12	11/02/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$700.00		0.00			
E 5	WKMG	10/30/12	11/02/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-T-TF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-TF--					3	\$500.00		0.00			
E 6	WKMG	10/30/12	11/02/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$700.00		0.00			
E 7	WKMG	10/30/12	11/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,800.00		0.00			
E 8	WKMG	10/30/12	11/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$1,500.00	P-3	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,500.00		0.00			
E 9	WKMG	10/30/12	11/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	4	\$1,500.00	P-3	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,500.00		0.00			
E 10	WKMG	10/30/12	11/02/12	430-5p Inside Edition Inside Edition	CM	430-5P	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$700.00		0.00			
E 11	WKMG	10/30/12	11/02/12	News at 5p News at 5p	CM	5-530p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,000.00		0.00			
E 12	WKMG	10/30/12	11/01/12	530-6p The Insider Insider	CM	530p-6p	-TWT---	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWT---					3	\$900.00		0.00			
E 13	WKMG	10/30/12	11/02/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,400.00		0.00			
E 14	WKMG	10/31/12	11/02/12	CBS Evening News CBS Eve News	CM	630-7p	--WTF--	:30	3	\$4,000.00	P-3	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$4,000.00		0.00			
E 15	WKMG	10/30/12	11/02/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,800.00		0.00			
E 16	WKMG	10/30/12	11/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,800.00		0.00			



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263249

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser POL/Independence USA PA Product INDEPENDENCE USA PAC Estimate # 658

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	10/30/12	11/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,800.00		0.00			
E 17	WKMG	10/30/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$3,000.00	P-3	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$3,000.00		0.00			
E 18	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$3,000.00		0.00			
E 19	WKMG	10/31/12	11/02/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$1,000.00		0.00			
E 20	WKMG	11/01/12	11/01/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$15,000.00		0.00			
E 21	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$400.00		0.00			
E 22	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-					2	\$600.00		0.00			
E 23	WKMG	11/03/12	11/03/12	Sat Prime 10p No Show/See SEC Prime	CM	10-11p	-----1-	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$8,000.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WKMG	10/29/12-11/04/12	Sat Prime 10p	10-11p	-----Sa--	:30		(\$8,000.00)		0.00	NM		
		See MG 23.2													
		2	WKMG	11/03/12-11/03/12	NCAA Football 3p Game	various	(3:28 PM-7:00 P-----Sa--	:30		\$8,000.00		0.00	NM		
		Ⓜ MG for 23.1 11/03													
E 24	WKMG	11/04/12	11/04/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$400.00		0.00			
E 25	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$4,000.00		0.00			
E 26	WKMG	11/04/12	11/04/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$20,000.00	P-3	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$20,000.00		0.00			
E 27	WKMG	11/04/12	11/04/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00



WKMG

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Contract / Revision **263249** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **POL/Independence USA PA** Product **INDEPENDENCE USA PAC** Estimate # **658**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 27	WKMG	11/04/12	11/04/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$15,000.00	P-3	0.00 NM	1	\$15,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----1	1		\$15,000.00		0.00							
													Totals	78	\$159,000.00